

MARKETING MANAGEMENT PHILOSOPHY

Key Themes

1. Need to change
 - a. External and internal pressures
2. Marketing objectives
 - a. 50 percent market share
 - b. Role of new products
 - c. Profitable growth
3. Marketing's leadership role
 - a. Defining strategies for achieving objectives
 - b. Thorough understanding of consumer product market and competition
 - c. Coordinating execution throughout the company
4. Management approach
 - a. Team work
 - b. Proactivity
 - c. Build skills

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